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ABSTRACT

The John and Mary R. Markle Foundation Annual Report for 1976/77 is divided into three sections--the president's essay, a review of funded programs, and the treasurer's report. In "Broadcasting and Political Equality," Lloyd N. Morrisett, foundation president, presents a review of mass media coverage given presidential campaigns from newspaper reporting in the 1800's to contemporary telecommunications. Funded programs in mass communications are detailed in the following areas: politics and the media, journalism, communications policy and public interest, research, programming for special audiences, and improved professional performance. Additional information covers application procedures for funding, publications resulting from grants, the treasurer's report, foundation investment, addresses of grantees, and listings of foundation members and staff. (RAO)

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1976/77 Annual Report

The John and Mary R. Markle Foundation

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4 The Markle Foundation

The John and Mary R. Markle Foundation was chartered in 1927 "to promote the advancement and diffusion of knowledge and . . . the general good of mankind." The founder, John Markle, was born in 1858. The son of an anthracite operator, he grew up in Hazleton, Pennsylvania, and graduated from Lafayette College in 1880 with a degree in mining engineering. The following fall, at the age of twenty-one, he was put in charge of the firm his father had founded, George B. Markle & Company. He had a long and successful career as head of one of the largest independent anthracite operations in the country and became nationally known as the builder of the five-mile Jeddo drainage tunnel that reclaimed mines inundated by the 1886 floods.

In 1902 Mr. Markle and his wife, the former Mary E. Robinson, moved to New York City where he devoted himself to his financial interests and to philanthropy. He established the Foundation with an initial endowment of $3 million which was later increased to approximately $15 million by the terms of his will.

Until Mr. Markle's death in 1933 and for a short time after, the Foundation made grants for social welfare. From 1935 to 1947 emphasis was on grants for medical research, and between 1947 and 1969 the major program was one of awards to Scholars in Academic Medicine. The goal of the current program is to strengthen educational uses of the mass media and communications technology. Appropriations total approximately $2 million a year.

Printed annual reports covering the Foundation's activities have been issued since 1936. Those of recent years are available on request.

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6 President's Essay

Broadcasting and Political Equality

The televised debates between candidates Jimmy Carter and Gerald Ford were the high points of the 1976 presidential campaign. In a brief ninety-minute period anyone with a television set could scrutinize the appearance of the candidates, see how they reacted to questioning, and compare one candidate with the other. For almost everyone the televised debates provided an opportunity to make a more direct assessment of the candidates than could be provided by any other means. The opportunity was not lost. At least ninety million people watched each debate. Both Jimmy Carter and Gerald Ford credit the debates as being important and perhaps vital to their campaigns.

American political campaigns have always been waged primarily through the media. Jefferson in 1799 said the "press is the engine" of the campaign. Until 1900 the engine was the newspapers, often owned or controlled by the political parties themselves. Given the First Amendment guarantee of "freedom of the press," and the tradition of "robust journalism," this meant a vehicle which protected the party's interests and the candidates' rights. The interests and rights of the public were secondary.

The new technology of broadcasting—first radio and then television—offered new ways of continuing the old form of campaigning, but it also created important changes. One change was to personalize the campaign and focus more attention on personalities rather than party interests. This trend was underway in the late 1900s, and radio greatly accelerated it. Second, and of greater importance, broadcasting is a regulated medium which, in addition to being protected by the First Amendment, ensures the rights of the audience through laws governing fairness and equal time for political candidates. Thus, the televised debate is an impartial media event in that the broadcast medium, unlike the newspaper, is required to be nonpartisan. Theoretically such debates can advance the concept of political equality by providing the voter with direct knowledge of the candidates.

The historical development of presidential campaigns has now made broadcasting an essential means of reaching the voter. This comes at a time when new rights of voters are to be found not so much in greater access to polling places as in greater access to information about candidates. The traditions of broadcasting are especially appropriate to these conditions as the broadcaster has always been required to represent the public. At the same time, the technology of broadcasting has made possible new opportunities for broadcasting to help extend political equality.

Political Equality

The concept of political equality is not frozen in time. Rather, it is a dynamic idea shaped by the evolution of a nation's values, laws, and technology. Historically, political equality has been most closely associated with the right to vote.

At the time of the earliest settlements in America, it was common practice to limit voting to those white men who proved they were loyal to the religious community. During the latter part of the seventeenth century and in the eighteenth century, religious qualifications gave way to class restrictions.

These took the form of property qualifications which were in effect in the colonies and in most of the states of the new Republic. At the Constitutional Convention, James Madison argued strongly for a nationwide property requirement. Madison and his allies foresaw that with increasing urbanization fewer people would own property, and they feared the end of the public virtues that were rooted in ownership of land. In this instance, the "Father of the Constitution" argued in vain. Because the Constitutional Convention failed to support a nationwide property requirement for voting, the idea eventually lost popularity in individual states as well. In many states in the East and South, taxpaying qualifications restricting voting to the privileged classes replaced property qualifications. These restrictions, too, were gradually eliminated as the newer western states entered the Union without them.

Yet, at the same time that economic qualifications for voting were being eliminated, voting restrictions that disenfranchised immigrants and free blacks began to appear in state constitutions. After the Civil War, the Fourteenth and Fifteenth Amendments prohibited voting restrictions based on race and nationality, but other qualifications were instituted to keep people from participating in the electoral process. The white primary, for instance, as well as poll taxes, literacy tests, and the like excluded blacks from elections. However, in 1944 the Supreme Court finally voted decisively that primaries were elections and that no political party could stage a primary that discriminated by race, creed, or color. Moreover, in 1920 the seventy-five year struggle for women's political equality resulted in the Nineteenth Amendment to the Constitution that gave women the right to

vote. The decade from 1962-72 brought other changes. First, in 1962 the Supreme Court ruled in favor of the reapportionment of the House of Representatives to conform more closely to the principle of "one man, one vote." The 1965 Voting Rights Act further protected the voting rights of blacks. In the same year a Supreme Court ruling clarified the servicemen's right to vote. Shortly thereafter the poll tax was ruled illegal. Finally, the Twenty-sixth Amendment lowered the voting age to eighteen.

Clearly, the right to vote is a dynamic idea that has evolved far beyond the conceptions of the colonists. We can be certain that more changes will occur in the future. Universal suffrage for all adults age eighteen and up is a reality in almost every part of the country. Inconsistent registration practices still exist, but the problems of political equality concerning the right to vote are now not as critical as the problems surrounding equal access to information. Free and informed choice is the main concern today. And it is in the distribution of political information that the media, and particularly broadcasting, will have an even more important role in the future than they have had in the past.

Newspapers and Presidential Campaigns

In an era of television campaigning, many of us are astounded and sometimes perplexed by the importance of television. It is nothing new, however, for presidential campaigns to be conducted primarily through the media. In the early years of the country, there were no presidential campaigns as we know them. The party system of campaigning was introduced when the Republicans organized in the 1790s, followed by the Federalists and later the Whigs. Before 1824 presidential electors in most states were chosen by the legislature rather than by popular vote. Campaigning was far different. The candidates did not campaign directly, but wrote letters and worked through subordinates. Once the popular vote determined presidential electors the party job was to stimulate and increase voter turnout. When the country settled on a party system of elections it was natural and probably inevitable that the newspaper would become a handmaiden to the campaign.

The campaign of 1800 shows the emergence of the newspaper as a powerful tool of the party in winning campaigns. On February 5, 1799, Jefferson wrote to James Madison urging that he and his colleagues write daily articles and letters for the Republican press. He felt that the "press is the engine" necessary to pull a campaign ahead. In late 1799 the Jeffersonian *Raleigh Register* was founded in North Carolina. It was promptly awarded the state government printing contract by the Republican-dominated legislature, thereby insuring a measure of financial health for the paper. The history of the media and the parties reflects a tradition of mutual dependence until twentieth-century broadcast technology and regulation. The early papers were hard-hitting, sensational, and ideological. They were partisan and partial, usually owned or controlled by one of the parties.

In 1800 it is estimated the population of the sixteen states was approximately 5,308,000. These people were widely dispersed and travel conditions were difficult. It was not the custom for presidential candidates to campaign personally, and, in any case, it would have been impossible for a candidate to reach many of the voters.

Parades, barbecues, festivals, torchlight processions, and cider-drinking parties were all features of the early campaigns, but the newspaper, often distributed free by party workers, provided coverage of campaign events and the issues for those voters not directly contacted by the campaigns.

Throughout the nineteenth century newspapers were the principle medium of political communication, and they were of paramount importance in presidential campaigns. They published information about campaign events and the letters by which candidates communicated their views. In fact, the newspapers and other special political publications were the only direct lines of communication between the candidates and the people. Until late in the nineteenth century presidential candidates did not personally campaign. It was considered demeaning and even improper for a presidential candidate to descend to the fray. Newspapers were the only way for national party organizations to reach every party member quickly and easily. Newspapers allowed political parties to run coordinated national campaigns.

Many newspapers were created and nurtured by political parties. The party in power gave its newspaper the public printing orders, helped raise subscriptions, distributed copies, and in times of need made cash grants. (It was not until 1846 that public printing was opened to competitive bidding.) Many editors rose to positions of party power, and some received public offices. Thomas Greenleaf, editor of the New York *Argus,* was elected a sachem of Tammany in 1789; Peter Freneau, editor of the Charleston *City Gazette,* as well as Jefferson's manager for South Carolina in 1800, was named South Carolina's Secretary of State. Jackson's kitchen cabinet was composed primarily of editors.

In 1840 Abraham Lincoln was a member of the Illinois State Central Committee of the Whig party. His message to his subordinates underlined the importance of the press. Lincoln wrote ". . . every Whig in the state must take it [*The Old Soldier*, a newspaper created specifically for the campaign against Van Buren] and you must raise a fund . . . for extra copies . . . for distribution . . . among our opponents." It is believed that the election of 1844 was decided in the press as a result of an exchange of published letters between candidates. Henry Clay may have lost enough votes in New York to swing the election to James W. Polk.

The style of presidential campaigns began to change in 1884. Until that year, no presidential candidate had ever actively campaigned. For the first time since 1856 a Democrat had a chance of winning the White House. James G. Blaine, the Republican nominee, tried to reverse the tide and travelled through the Northwest and New England on a speech making tour. He was heavily criticized by the Democrats as a crass politician engaged in demagoguery, and in the end he lost the election to Grover Cleveland. However, Blaine's speech making in 1884 set the stage for a shift in presidential campaigns—from impersonal letter writing and working through subordinates to active, personal campaigning.

In 1896 William Jennings Bryan refused to campaign in the old way and toured the country making speeches. This was the first truly modern campaign in the sense that Bryan chose to focus the campaign on himself—to personalize it. Bryan travelled 18,000 miles, made over 600 speeches, and on occasion spoke up to 36 times a day. He spoke to an estimated five million people during the campaign. When he started he seemed to be a hopeless underdog. His criticisms of the gold standard unnerved many voters, particularly those who worried about the stability and prosperity of the industrial economy. However, his new style of campaigning, combined with his own personal qualities, made him a strong contender. Even though McKinley, the Republican nominee, retained the old ways and was eventually elected, Bryan showed that a personal presidential campaign could be effective. He did this at a time before radio and television, when a personal campaign meant making speeches to groups ranging in size from 100 to 1000. On his most successful day, Bryan probably spoke to 40,000 people.

Only a man of vast energy could have done what Bryan did. His efforts also probably came at one of the last times it was possible to wage an effective personal campaign without the benefit of broadcasting. In 1896 the population of the country was about 72,000,000. That he spoke to an estimated five million people meant that Bryan reached a significant portion of the population. In his 1912 campaign, Woodrow Wilson carried this personal technique as far as it could go without broadcasting. As the twentieth century progressed, population growth made it difficult to reach a significant portion of voters by personal speech making.

Radio and Personal Campaigns

Radio broadcasting was to provide the means needed for presidential campaigning in the personal style initiated by Bryan. In 1923 President Warren Harding made an historic radio broadcast from St. Louis on "The World Court." It has been estimated

that one million people heard him. The immense impact of this speech indicated the potential of radio to both the candidates and the broadcasters.

The convention and campaign of 1924 marked the emergence of radio in politics and the beginning of the transition from newspapers to broadcasting as the engine of campaigns. Radio needed the drama of the convention to capture large audiences, while politicians needed radio to reach efficiently a population which in 1924 numbered 114,000,000. Radio was shown to be the means to use the techniques of personal campaigning far beyond the dreams of earlier candidates. In the presidential campaigns following 1924, radio became increasingly important. Most of the speeches on the radio were broadcasts of live public appearances by the candidates. After his election in 1932, Roosevelt began developing an even more personal way of using radio. His famous fireside chats were broadcast from his office directly to the listener at home. By all accounts, the fireside chats were effective media presentations, marking a further development in the use of broadcasting as a personal vehicle for presidents and presidential candidates.

Throughout the Roosevelt era, 1932-1945, radio flourished in its golden years. Radio offered a means for personal campaigning in a time when travel in the Bryan/Wilson manner was not practical, and it offered a distribution system for political messages that could not be matched by the press. It seemed at the time that radio would inherit the traditions of the newspaper campaign: the alliance between newspapers and political parties, the importance of editors in political parties and national office, the free and unbridled use of newspapers for political purposes limited only by the steadily diminishing power of libel laws, and some-

times the active financial support of newspapers by political parties. This was not to be. The traditional relationship of press and politics that dominated the nineteenth century would be legally checked for the broadcast media.

The Traditions of Broadcasting

In the late Hoover and early Roosevelt years the foundations for the regulation of broadcasting were established by the Radio Act of 1927 and the Communications Act of 1934. The origins of broadcast regulation had little to do with presidential campaigns or politics, but the consequences of the regulatory acts have had far reaching influence on the electoral process.

The history of broadcast regulation is well known. The need for the Radio Act of 1927 arose because of the competition for limited spectrum space and the interference caused by duplicating and adjacent signals. From the beginning the Congress and the FCC have regarded radio broadcasters in some sense as "public trustees." A Senate resolution of 1924 states, ". . . the ether and the use thereof for the transmission of signals . . . is hereby affirmed to be the inalienable possession of the people of the United States and their Government." The Fairness Doctrine is one manifestation of these concepts and imposes on broadcasters very different obligations than the broad freedom allowed the press under the First Amendment. The Fairness Doctrine obliges broadcasters to devote reasonable time to controversial issues of public importance and to provide reasonable opportunity for contrasting viewpoints to be heard. The other explicit programming control of central importance to political campaigns is the "equal opportunities" provision of Section 315 of

the Communications Act. This requires that broadcasters treat political candidates in an evenhanded manner. Taken together, these regulatory provisions have had the effect of limiting the use of radio and television as partisan vehicles for campaigns.

Of paramount importance, however, is the fact that just as newspapers were indispensable to the campaigns of the nineteenth century, television and radio have become indispensable to the campaigns of the twentieth century. The broadcast media, however, have adapted differently to the campaign process than did the press during the last century. This is understandable in light of the different regulatory traditions governing broadcasting.

The traditions of the press grow out of the First Amendment: "Congress shall make no law . . . abridging the freedom of speech, or of the press." The key point is that the protections are for the press, not the readers. Bound only loosely by the laws of libel, the press is free to present news as it sees fit. By extension in presidential campaigns, newspapers are free to be partisan in their editorial support of parties and candidates. The right of the candidate to present himself in his own terms is unquestioned and a natural corollary of free press.

The traditions of broadcasting grow out of the Radio Act and the Communications Act as well as the First Amendment. The vital difference as far as presidential campaigns are concerned is the concept of the broadcaster as "public trustee." The concept has been developed by Congress and the courts and is directly stated in the famous *Red Lion* decision of 1969, in which the Supreme Court declared, "It is the right of the public to receive suitable access to social, political, aesthetic, moral, and other ideas and experiences which is crucial here." The court found that, in broadcasting, protections are to be extended to the *public* as well as broadcasters. The broadcaster is, in addition to representing his own interests, an agent of the public. As the potential of broadcasting in presidential campaigns becomes clearer, the issue of the public's right to have information about the candidates may well become an important one.

The debates of 1960 and 1976 began to demonstrate a fusing of the older campaign traditions with the new style necessitated by broadcasting. Arranging the debates in 1976 was a difficult and delicate task. Both Jimmy Carter and Gerald Ford wanted the conditions of the debates to be as suitable for their individual purposes as possible. In order to comply with Section 315's equal time provision, the debates had to be arranged by a neutral group as an event to be covered by the news media rather than as a partisan political broadcast. The League of Women Voters, representing the public, provided the neutral auspices under which the debates were produced. The broadcasters simply delivered the event to the audience.

It is no longer possible for the parties or the candidates to be the sole arbiters of the conditions of public appearance, as in the tradition of nineteenth-century campaigning. Futhermore, the opportunity to reach the American public is so enticing to the candidates that they are willing to adapt to the new campaign medium. Because broadcasters see that the public's demand for information is consistent with the politician's need to be seen and heard, more debates are likely in future campaigns. It is clear that television debates between candidates attract viewers and are important to the democratic process. After the next campaign debates, it is possible that the debates will be an accepted campaign feature. Again, politics and the media will fulfill each other's needs.

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The Future of Broadcasting and Presidential Campaigns

What remains to be seen is how broadcasting will respond to the challenges and responsibilities of future presidential campaigns. One distinct possibility is that the Section 315 restraints on broadcasters will result in a cautious response on their part. If so, we will still probably see more debates, but the broadcasters will not be able to take a leadership role as public trustees, a role that could result in creative programming. Of course, broadcasters cannot change Section 315, and many may not believe that changes in equal time constraints are in their best interests. Allotting broadcast time for one or two presidential candidates may open the broadcaster to the claims of all presidential candidates—even those on the ballot in only one state. This could have meant as many as two hundred and seven such candidates in the 1976 campaign.

This problem is not insoluble, and it is in the public's interest that it be addressed. With the public financing of presidential campaigns, formulas were devised for the distribution of public monies. These formulas could provide an analogy for the distribution of air time to minority party candidates. Minority party candidates do have rights and these rights demand respect and protection. It will be impossible, however, to treat minority party candidates equally in the distribution of air time with those who command major shares of public support. The arrangements in 1976 seem to have met the letter of the law, but the debates were really a convenient subterfuge for escaping the constraints of Section 315 and allowing the exclusive presentation of Jimmy Carter and Gerald Ford. Through the League of Women Voters' sponsorship the problem of

minority candidates was avoided. Similar subterfuges may be possible in the future, but surely that would be a far greater infringement on the rights of minority party candidates than a formula for time allocation. This problem will not go away. The need for the public to see and hear their candidates over television and radio and the desire of the candidates to be seen and heard are too strong to keep candidates off the air. We must find ways to apportion air time responsibly, protect the rights of candidates, inform the public, and provide guidelines for broadcasters that allow them to embark on creative, responsible programming.

If we assume that Section 315 will be modified or, a much less desirable alternative, that ways will be found to avoid its provisions, there is a great opportunity for broadcasting to participate in future presidential campaigns and promote greater political equality. If the ideal of political equality is that all adults have the right to vote, and that all have access to information, then we are at the point to consider the issues surrounding the question of how best to inform the public. Not everyone will avail himself of the opportunity to study the candidates and make a choice, just as not everyone will decide to vote. Nevertheless, today sufficient information seems as necessary to the concept of political equality as does suffrage.

The televised debates of 1960 and 1976 have set the stage for the presidential campaign of 1980 and future campaigns. The main problem, to date, in the staging of these debates has been to find a way, any way, to bring them about. What has been shown is that candidates will appear together and that such joint appearances will attract huge audiences. This creates the opportunity to face the many questions that remain to be resolved. How can joint debate appearances of the candidates be staged so that candidates have a fair chance to present themselves and their positions to the public? While providing for fair treatment of the candidates, what can be done to make the debates as revealing as possible of the candidates and their abilities? Will some combination of individual presentation, questioning by moderators, and face-to-face confrontation prove more informative than the formats used so far? Should the questioners of the candidates be members of the press or should a variety of questioners be used? Is it possible to include some minority candidates in a debate format? Many criticisms of past debates have been made and suggestions advanced. The main point is that as great as were the accomplishments of the last debates, they suggest that future debates can serve the public even better.

Some of the main issues to be addressed at this time are the following: the models for structuring national televised debates and other appearances of presidential candidates, the rights of minority candidates in relation to these debates, the problem of media image created by television, and the role and relationship of the broadcaster to television campaign activity.

During presidential campaigns each party spends huge amounts of money to present its positions and candidates to the public. This is as it should be, for it is in our political tradition that candidates try to persuade people to vote for them. Much of the money spent during the campaign is for television—spot commercials of varying lengths and longer periods of air time for political presentations and speeches. A primary problem with the modern media campaign is that the candidates with their or-

ganizations largely determine the conditions under which the candidates will be seen by the public. To the extent that the candidates only make public appearances with set speeches and in controlled environments, they are in control of the image and information that reach the voter. Should broadcasters, in their role as "public trustees," ask what they could ideally put before the public that would be helpful to free and informed choice?

Radio and TV broadcasting have the potential to show the many sides of a political candidate. Many programming possibilities immediately come to mind. Biographical information on the candidates is clearly relevant to judgments concerning character and qualifications. Could documentary biographies that would invite such judgments be produced? The candidates' records in prior jobs reveal what can be expected in future jobs. Candidates running for president have experiences in office that could be presented in a format involving both supporters and opponents. Seeing a presentation of the record from a variety of viewpoints would give the voter the opportunity to evaluate the candidates objectively. Seeing how candidates handle themselves in a variety of situations would be fascinating. Imagine if, in addition to debates, the candidates were shown discussing an important question with their advisers. Imagine seeing how the candidate handles questions from experts or the press from other countries. How would the candidates fare if asked their views on significant historical events? Any broadcaster could expand the list of good programming possibilities almost endlessly.

This is the issue. Have we reached a time in our political and technological development when the responsibilities of

broadcasters have a new relevance? Politicians have used broadcasting as an effective vehicle for reaching voters. Broadcasters have considered themselves to be impartial reporters with a responsibility to cover the news. We are now at a point in history when the responsibility of the broadcaster could focus on providing the public with the information needed to make free and informed political choices. As a "public trustee" is it not the responsibility of the broadcaster to educate the public about candidates, and to do so not simply on behalf of the candidates, but on behalf of the public?

This is a formidable challenge. To meet it successfully would undoubtedly take modification of Section 315. Beyond that, it would require of broadcasters a courageous independence. Rightfully, broadcasters do not want to incur the enmity of presidential candidates. The overriding principle is, however, becoming ever clearer with the passing of time: it is the public's right to know and to receive information necessary to make the ideal of political equality a reality.

I wish to thank Gary D. Gaffield, Pope McCorkle, and Carol R. Mann for their help in the preparation of this essay.

20 Review of Program in Mass Communications

Program Directions

The purpose of the Foundation's program is to strengthen the performance of the media and understand the potential of communications technology. It is clear that the media are playing an important role in today's society by providing information, shaping attitudes and opinions, and influencing our views of ourselves and the world. It is also apparent that many people feel the media could and should render better service.

In its effort to improve the mass media, the Foundation supports projects that expand research on the role of mass communications in society; analyze public policy issues and questions of public interest; improve the performance of professionals involved in the mass communication industry; develop better media service to specialized groups (for instance, children, the elderly, minorities); explore the relationship between the media and politics; and enrich the quality of print and electronic journalism. The Foundation has a general interest in all aspects of the media and plans to support a wide range of efforts to improve mass communications.

Proposals

The Foundation does not have an application form for submitting a proposal. An informal letter outlining a project will permit an early judgment about the possibility of support. The following information should be included in this initial inquiry: the purpose for which aid is sought, resources needed, personnel involved, and a description of methods to be used in completing the project. Grants are made at the meetings of the Board of Directors in November, March, and June.

1976-77 Appropriations

During the fiscal year July 1, 1976 through June 30, 1977, the Markle Foundation received 650 written requests for funds. The Directors of the Foundation awarded 34 grants totalling $1,654,832 for the program in mass communications. Major grants are described in this section. All grants are listed in the Appropriations section.

Grants

In order to provide a better understanding of proposals funded by the Markle Foundation, three representative grants — Duke University, Lincoln Center, and Associates for Human Resources — have been described in greater detail.

Duke University
$30,000

Less than a month before the election, with his once commanding fifteen-point lead in public opinion polls rapidly evaporating, presidential candidate Jimmy Carter came to New York for two days to film television commercials. Journalists had been reporting that large portions of the electorate were undecided about whether Carter appeared to have a "presidential" character, and Carter's Atlanta-based public relations advisers had realized their candidate needed to revive his fading public image. Thus, under the direction of a media consultant especially hired late in the campaign, the commercials took Carter from the farm into a setting resembling the Oval Office and portrayed him as a figure of statesmanlike stature.

The redesigning of Jimmy Carter's

media campaign aptly illustrates the immense importance contemporary politicians place in their "media image." As one analyst of presidential politics puts it, the way to win an election is to "mix the old politics with the new, turn on the electorate through the media, turn them out through old-fashioned organization."

The making of a media image, however, is an enormously complex process which the candidate cannot always control. Both the print and electronic media play a formidable independent role in shaping public opinion of candidates.

In spite of its obvious importance in understanding modern electoral politics, research into the relationship between politicians and the press has been relatively neglected. In order to address this important issue, the Markle Foundation currently supports a project involving four political scientists headed by James David Barber, author of the seminal study *Presidential Character* and chairman of the political science department at Duke University.

"I originally got interested in this question," recalls Professor Barber, "when I started wondering how we got the presidents we did, especially Johnson and Nixon. It struck me that one of the key reasons was their success in getting the press to cover them. Johnson, with his colorful personality and penchant for secrecy, made good copy. Nixon, whose career seemed to be over in 1968, was able to resurrect himself with his insistence that he was changed, a 'new' Nixon, which appealed to the media's endless search for novelty. At the same time, looking back at the number of people who enter presidential primaries and fail to catch on, it struck me that one explanation was their inability to attract media coverage."

Proceeding from his original curiosity

and preliminary insight, Professor Barber with Christopher Arterton of Yale University, William Bicker of the University of California, Berkeley, and Donald Matthews of the University of Washington is conducting over 200 interviews with leading media figures and political press officials as well as extensively analyzing the content of eleven major newspapers and news magazines. The results of this research will be contained in a final report to be published in 1978. From their findings Professor Barber and his colleagues seek to develop a theoretical model of media-candidate interaction. In effect, they plan to break new ground in the study of late twentieth-century presidential politics in the United States.

Lincoln Center
$185,000

"The situation," says John Goberman, Lincoln Center's Director of Media Development, "is simply that the institution is going broke. Every time the Metropolitan Opera sells out, for example, at a top price of $30 a ticket, it loses $50,000. Lincoln Center is running an annual operating deficit of $25,000,000. You just can't build halls big enough to support ballet, opera, and philharmonics on ticket sales. Maybe the way out of this dilemma is to expand the audience by making the whole country a kind of concert hall for live performances via television transmission."

Performances such as those presented by Lincoln Center historically have not fared well on television. Commercial broadcasters are primarily concerned with airing programs which attract the largest possible audience. Although concerts, dance, plays, and operas are occasionally scheduled, they appeal to a limited number of viewers and cannot produce the high ratings networks covet. "If, say, NBC wanted to televise 'Aida,' one of Lincoln Center's most esteemed presentations," Mr. Goberman jests, "I suspect the other two networks would pay them to do it." While cultural programs are some of its most popular shows, public television cannot generate enough revenue to help alleviate the operating deficits of institutions like Lincoln Center.

Mr. Goberman thinks that one way out of this dilemma may be to develop a way to sell Lincoln Center's product directly to an interested national audience through arrangements with independent pay television systems. For the past four years various funding sources including the Markle Foundation have supported Lincoln Center's pay television project. The actual implementation of this project poses enormous technical and marketing problems. Pay television has not in the past proven very successful. Its programming has not been able to compete with that offered by commercial broadcasters; the hardware has been highly susceptible to "consumer fraud," enabling viewers to obtain the closed circuit product without necessarily paying for it; and capital and distribution costs have often been prohibitively expensive. Well aware of the difficulties involved, the directors of Lincoln Center still believe it may be possible to generate substantial new income for the performing arts through television and have cautiously proceeded with plans to determine its feasibility.

In 1976 six live performances from Lincoln Center were broadcast via the Public Broadcasting System. This demonstration proved that it was possible to televise from the stage using low-light cameras, without disturbing an ongoing live production. "We wanted to see," recalls Mr. Goberman,

"whether we could broadcast a program that would give television viewers the excitement of feeling as if they were actually in the hall and still not distract the audience that was there or bother the performers. We found out that we could."

The Markle Foundation is currently helping to underwrite a business and marketing study for a possible "Live from Lincoln Center" series. One of the key purposes of the business study is to determine the role Lincoln Center itself should play in terms of selling performance rights, producing programs, marketing programs, developing a broadcasting network, and providing sales to ultimate consumers. Other questions to be addressed in this business plan involve the nature of the program product, program content and scheduling, key target marketing areas and strategies, optimal distribution techniques, and the general economic feasibility of the project. In addition to the business plan, a second study supported by the Alfred P. Sloan Foundation is being done on more technical matters concerning the hardware that such a system would employ.

Associates for Human Resources
$40,000

In 1975 a French television producer came to Robert Horn seeking advice. The producer was developing a series of programs on French history, and he felt he needed something special to enliven the shows. He decided on a gaming simulation in one installment and that led him to Mr. Horn. As the editor of *The Guide to Simulation Games*, Mr. Horn is internationally recognized as an expert in the field of simulations—which he

describes as "games whose elements comprise a representation of some external reality in which the players interact in much the same way they would in the actual reality." The game "Monopoly" is an example, in Horn's terms, of a primitive simulation of the real estate business. Together with the Frenchman, Mr. Horn adapted a game called "Waterloo," which simulated Napoleon's epic defeat, to be played on television.

This experience with the French producer prompted Mr. Horn to consider seriously the possibility of devising simulation games suitable for broadcasting in conjunction with public affairs programs. "Television," says Mr. Horn, "is a wonderful medium for close-ups, allowing the viewer to see a whole range of subtle personal reactions to situations. I thought to myself how fascinating it would be to watch prominent figures from the government and the public and private sectors playing simulation games dealing with contemporary issues. Possibilities sprang to mind: health care administrators, medical personnel, and ordinary working people playing The Hospital Costs Game; oil executives, automobile manufacturers, and ecologists playing The Energy Crisis Game; international diplomats playing The Middle East Settlement Game."

"There are obviously," Mr. Horn admits, "many stages to go through before we get to the point where we can even contemplate making a pilot program to submit to broadcasters. We have to develop the right games. How long should they last in order to be convincing simulations and effective entertainment? How do we make the programs exciting to watch? Should we dress the participants in historical costumes and use visual props and elaborate sets? Can we find ways to bring viewers into the minds of the players and thus involve them in decision-making processes? Who would the audience be?"

These are the kinds of questions Horn and his colleagues at Associates for Human Resources intend to address with a Markle Foundation grant to study the feasibility of using simulation games in public affairs television programming, an area in which improvements are urgently needed.

Politics and the Media

Aspen Institute for Humanistic Studies
$11,750

The televised political debate, dramatically begun with the 1960 Nixon-Kennedy confrontation, could be an important innovation in the electoral process. Debates appeal to the public; they increase public awareness of the campaign and provide a personal glimpse into the character of the person running for office. For a variety of reasons, however, the debate has failed to become a permanent fixture. Recent experience has shown that scheduling depends on the whims of the candidates and accidents of timing and history.

One way to institutionalize the televised debate might be to introduce debates at various levels in the political process and acclimate the electorate to expect them. Debates on local and state levels might also provide a testing ground for different formats and approaches. The Markle Foundation and the Ford Foundation are both supporting a study, conducted by Jim Karayn, to determine how congressional and gubernatorial

debates might be carried on television during the 1978 campaign.

Public Agenda Foundation
$20,000

The Public Agenda Foundation was created by Cyrus Vance and Daniel Yankelovich before the 1976 presidential campaign to increase public participation in the policy formulation process. The Public Agenda identifies a few important issues, analyzes them in terms of both public attitudes and expert opinions, and presents the results in the form of reports made available to public officials, political candidates, the media, and public interest groups. The reports distill complex issues into choices among a few carefully defined policy alternatives. The substance of these alternatives incorporates a range of expert thinking and reflects information about public reaction to the issues and options presented.

Realization of the Public Agenda's goals of increasing public awareness and effectiveness depends upon the interest and cooperation of the media. With a Markle Foundation grant, a study is being conducted to determine what role the media might be willing to play in the dissemination of Public Agenda materials.

Journalism

Bay Area Institute
$34,758

Pacific News Service is a news source alternative to the wire services and news syndicates. PNS staff editors write, commission, and edit exclusive feature articles on a weekly basis. These are distributed to subscribing news publications, which include widely read dailies like the *Washington Post* and *San Francisco Examiner*, smaller dailies and weeklies, national magazines, college papers, and the ethnic press. PNS does not rely on standard sources; its more than two hundred contributors are experts in various fields or writers with special experience. PNS provides the kind of coverage of issues and trends in such areas as politics, the economy, foreign policy, and social justice that the conventional press rarely has the time, expertise, or opportunity to develop. A Markle Foundation grant supports a promotion campaign designed to increase the number of subscribers to the service, thereby bringing PNS closer to economic self-sufficiency.

University of California, Berkeley
$25,000

For years minority journalists were denied employment in most of America's newsrooms. However, with the social changes of the last decade, editors and publishers have realized the need for non-white reporters. Where to find these journalists remains a problem, for the pool of trained minority journalists is still very small. The single most important source continues to be the Summer Program for Minority Journalists, originated at Columbia University and now in its second year at the University of California, Berkeley.

The Program's approach to journalism education is practical rather than theoretical. In an eleven-week intensive session students are trained to report, write, and edit by a teaching staff of working journalists. Learning revolves around production of a weekly newspaper under strict professional standards. Graduates of the Program are guaranteed jobs and are placed with newspapers across the country. A Markle Foundation grant provides partial support for the Program as it moves toward its goal of full budgetary support from the newspaper industry.

Communications Policy and Public Interest

Harvard University
$76,350

The growth of the technological communications industry has stimulated developments which often work at cross-purposes. For example, although electronic transfer of funds is a highly attractive prospect to the financial community, it would deprive the postal system of a major source of first-class revenue—letters bearing payment checks. In 1973 with Markle support, Professor Anthony G. Oettinger formed the Program on Information Technologies and Public Policy at Harvard University to investigate the kinds of public policy issues which affect the communications industry. Since beginning

the Program, Professor Oettinger has succeeded in attracting support from over forty corporate and foundation affiliates. Markle currently supports the Program's expanding research in such areas as the postal service, management information systems, and computer communications.

National Citizens Committee for Broadcasting
$55,000

The National Citizens Committee for Broadcasting, chaired by former FCC commissioner Nicholas Johnson, is a public interest organization dedicated to making the broadcast industry more responsive to its audience. NCCB is a frequent participant in FCC rulemaking and litigation; it keeps its members informed with a regular newsletter; and it has recently published the *Citizens Media Directory*, a national guide to public interest media groups. NCCB also monitors prime-time television with an index that measures the violence content in network shows. A Markle Foundation grant currently supports an expansion of NCCB's activities in various areas, including membership solicitation.

New School for Social Research
$116,000

Although required by the FCC as a condition for licensing, local public affairs programs are usually low in priority on the agenda of television stations. There is little incentive to devote more attention to such programs since the few that are produced generally receive low audience ratings due to poor production quality and scheduling.

Herbert Danska, a successful commercial television producer-director, will conduct a study to look for ways to attract a significant audience to public affairs programs. He believes that funding for these programs perhaps could come from both non-profit as well as commercial sources. An infusion of money might result in productions of high quality that increase audience interest. The Markle Foundation supports Mr. Danska's goal of creating innovative, issue-oriented public affairs programming.

University of California, Los Angeles, School of Law
$59,496

Established in 1972 with Markle support, the communications law program at the University of California, Los Angeles, was the first such program in the country and remains the leader in the field. One of the most popular courses in the program questions the justification of government regulation of broadcasting in light of First Amendment guarantees. It also questions how new technologies, such as cable and satellite, will affect the underlying assumptions of broadcast regulation. Students as well as faculty are involved in litigation projects, one of which involved a landmark suit by the Writers Guild against the FCC and the three major networks challenging the legality of the Family Viewing Hour. In November, 1976, a U.S. district judge ruled in favor of the Guild, holding that the Family Viewing Hour represented a form of censorship in violation of the First Amendment.

The Markle Foundation has been the sole supporter of the program since its inception five years ago. Support is extended for a final year with the expectation that the program will then become part of the regular law-school curriculum.

Research

Center for Action Research
$60,000

Commercial and public broadcasters devote most of their production money to adult programming. A relatively small amount goes to programming for children. In order to serve this large young audience, the Markle Foundation supports a study by the Center for Action Research to explore the feasibility of a national endowment for children's television. Such an organization could serve as a fund for the development of creative programming for children, collect as well as distribute relevant child-oriented research, and provide support for training programs designed to combine the disciplines of social research with media production.

Emory University
$40,000

Everyone seems to agree that the effect of television on society has been enormous. Although the medium is becoming a subject for serious study by researchers in a number of disciplines, what television means to us is not fully understood. Parts of the television phenomenon, such as the effects of viewing on children, have received much attention, but scholarly examinations of the whole phenomenon in an historical context have yet to be attempted.

David Cook, an associate professor of English at Emory University and author of a forthcoming book on film, is researching

and writing a cultural history of television with the support of a grant from the Markle Foundation. Reflecting the exploratory nature of his work, his objective is to prepare a manuscript dealing with the structure, content, and cultural consequences of video communications. Cook, acknowledging the absence of an established critical vocabulary with which to discuss and analyze television, compares his task to that of a linguist preparing a grammar for an unwritten language. Cook expects to create his "grammar" in the course of describing such things as the elements that combine to generate a version of reality peculiar to the medium and the implications of exposure to such a synthetic electronic reality for a society of viewers.

University of Pennsylvania, Wharton School
$360,000

It is widely accepted that a concern for the mass audience attractive to advertisers has shaped most of commercial programming. However, in the absence of some of the same pressures, public television broadcasters have been no more precise than their commercial counterparts in discovering the needs and interests of their audience.

Since 1974 the Markle Foundation has been supporting a major study to identify the specific interests and needs of various segments of the general television audience. Research at the University of Pennsylvania, based on a national survey, will produce an audience segmentation analysis to suggest who wants what from television. Such information could not only assist the programming decisions of commercial broadcasters by detailing the shared interests of

different groups which compose the general television audience, but could also help public broadcasters by identifying the special interests of distinct groups of viewers.

Programming for Special Audiences

KQED, Inc.
$55,000

"Womantime," a television program designed as an alternative to the afternoon soap-operas and game shows aimed at women viewers, was first aired experimentally by San Francisco public television station KQED from March through July, 1976. With a magazine format offering informative, interesting material linking people at home to the community services available in the area, "Womantime" was well received and critically acclaimed.

This year the Markle Foundation awarded KQED a grant to expand the audience for "Womantime" and assess the program's impact. "Womantime" will be promoted and distribution offered to stations in the PBS network to enlarge the program's audience, without diluting program content or obscuring its intent.

(Ed. Note: The program is now on the PBS network under the title "Turnabout.")

New York University School of the Arts
$60,000

Founded with a Markle Foundation grant in 1971, the Alternate Media Center of New York University was originally concerned with facilitating public access to cable television. Besides establishing six model public access centers, the Alternate Media Center has produced publications on public access, and members of its staff have served as consultants to many groups including the American Library Association, the American Friends Committee, and the National Council of Churches. The Center has been able to expand its work to include the uses of video technology in medicine, education, and rehabilitation.

The problem currently facing the Center is finding a way to support itself without reliance on foundation funding. A Markle grant has been made to assist the Center in making the transition from a foundation-supported organization to one capable of sustaining itself with corporate sponsorship or through the sale of its services.

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Improved Professional Performance

American Film Institute
$150,400

Although women have made important contributions in many areas of the film industry, the job of director traditionally has been closed to them. In 1974 the American Film Institute established the Directing Workshop for Women to provide talented women with the training that would open that closed door. The Workshop selects women with established reputations in other professional areas of filmmaking and gives them the opportunity to cast, shoot, and edit films, as well as to gather and study responses to their own thirty-minute productions. The Workshop has already furnished some of its graduates with credentials that have won them television and film directing assignments. A Markle Foundation grant supports the Workshop's third year of operation.

Population Education, Inc.
$100,000

The Project on Human Sexual Development works with the creative television community to heighten its consciousness of the sexual content of dramatic programs. By talking to producers, writers, and actors in a non-adversarial manner, the Project team, led by Elizabeth Roberts, hopes to encourage these artists to be more aware of how situations and characterizations portrayed on television reflect and shape public attitudes toward sexuality.

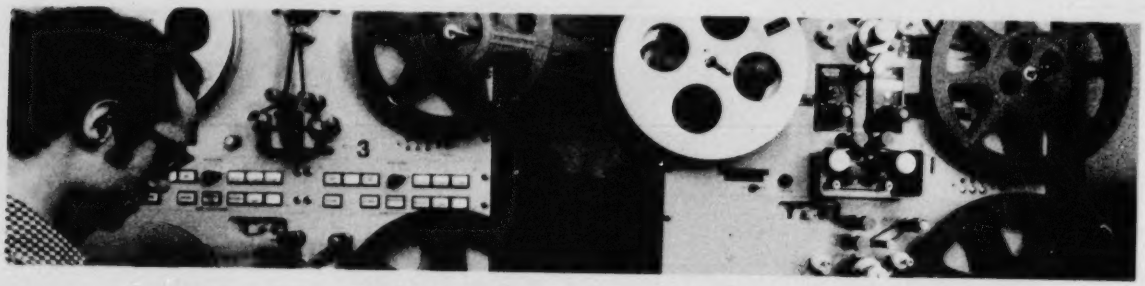
A workshop held in March, 1977, was

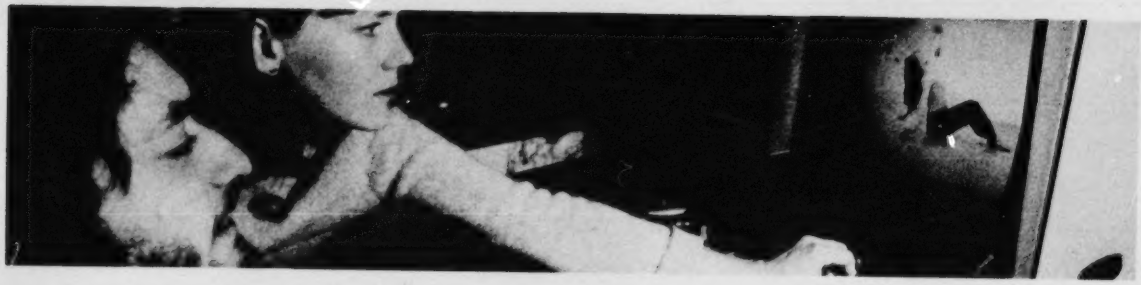
successful in bringing together important members of the television industry to discuss the issue. It also demonstrated a receptivity to further exploration. A second grant from the Markle Foundation has been awarded to the Project for a series of one-day workshops in which members of television's creative community will address particular themes and topics in their work concerning human sexuality.

Young Filmakers, Inc. and Film Forum
$58,000

Young Filmakers began in 1966 as a storefront film project in New York City that offered equipment and training to young people. It has become a complex, multifaceted organization. Among the services it offers are an equipment loan center, television training for minority groups, a project that gives film and video directors an opportunity to work with actors, and a research project on how to introduce children to the filmmaking experience.

The Film Forum offers the public a wide range of independently produced 16 mm films not generally exhibited commercially. It benefits filmmakers by showing their works and the audience by expanding their viewing experience. The Markle grant is funding a feasibility study examining how these two organizations can achieve economic stability. Young Filmakers must sharply define its objectives and the segment of the public it can best serve; Film Forum needs a more flexible screening arrangement than currently exists. At the heart of the study is the search for a stable financial base to support these two not-for-profit organizations.





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Publications Resulting from Grants

Addresses of grantees that have published books or reports are on pages 62-63.

Anthology Film Archives

Peter Feinstein, ed.: *The Independent Film Community: A Report of the Status of Independent Film in the United States,* prepared by the Committee on Film and Television Resources and Services, 1977

Aspen Institute for Humanistic Studies

Christopher Sterling and Timothy Haight: *The Mass Media: Aspen Institute Guide to Communications Industries Trends,* Praeger Publishers, Inc., New York, April 1978

William Rivers: *Aspen Handbook on the Media: 1977-79 Edition,* Praeger Publishers, Inc., New York, November 1977

Glen Robinson, ed.: *Communications for Tomorrow: Policy Perspectives for the 1980's,* Praeger Publishers, Inc. and Aspen Institute for Humanistic Studies, New York, June 1978

Bay Area Institute
Pacific News Service

A list of the many publications available may be obtained from the Pacific News Service

University of California, Irvine
Program in Social Ecology

Steven J. Simmons: *The Fairness Doctrine and the Media,* University of California Press, Berkeley, in press

University of California, Los Angeles
Communications Law Program

Federal Communications Law Journal (formerly the Federal Communications Bar Journal), co-published with the Federal Communications Bar Association, Washington, D.C., Spring 1978

Center for Action Research

✓*Toward a National Endowment for Children's Broadcasting,* Report on the Project to Ascertain the Feasibility of a National Endowment for Children's Broadcasting, 1977

✓*National Council for Children and Television: Background and Focus – History and Program 1978,* 1978

Claremont Graduate School
Center for Urban and Regional Studies

✓Darryl D. Enos and Ronald Lopez: *Potential Uses of Television in Assisting Mexican-Americans in Four Social Areas: Health, Education, Employment and Housing,* 1977

Cleveland State University
Communication Research Center
Department of Communication

Sidney Kraus, ed.: *The Great Debates: Ford vs. Carter, 1976,* Indiana University Press, Indianapolis, in press

Sidney Kraus, ed.: *Transcript of the Presidential Debates Debriefing Conference,* at Arlington, Virginia, November 29-30, 1976

Harvard University
Program on Information Technologies and Public Policy

A list of the many publications available may be obtained from the Program on Information Technologies and Public Policy.

Kennan Institute for Advanced Russian Studies, Woodrow Wilson International Center for Scholars

Daniel Field: *American Press Coverage of the U.S.S.R. 1956-76,* paper prepared for the Conference on American Journalists in the U.S.S.R. 1953-1975, at Washington, D.C., May 1976

London Graduate School of Business Studies

T.P. Barwise, A.S.C. Ehrenberg, and G.J. Goodhardt: *Audience Duplication between Different Programs,* February 1978

T.P. Barwise, A.S.C. Ehrenberg, and G.J. Goodhardt: *Channel Reach and Hours Per Viewer,* December 1977

T.P. Barwise, A.S.C. Ehrenberg, and G.J. Goodhardt: *Strip Programming: Repeat-Viewing of Episodes on Different Days,* January 1978

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Massachusetts Institute of Technology
Center for International Studies

Rhonda Crane: *International Telecommunication Standards: Problems and Progress,* in Telephony, May 16, 1977

Ithiel de Sola Pool: *The Changing Flow of Television,* in Journal of Communication, Spring 1977

Ithiel de Sola Pool: *The Communications/Transportation Trade-Off,* in Policy Studies Journal, Autumn 1977

✓Ithiel de Sola Pool: *International Aspects of Computer Communications,* in Telecommunications Policy, December 1976

✓Ithiel de Sola Pool: *Technological Advances and the Future of International Broadcasting,* NHK, Studies of Broadcasting, no. 13, 1977

John F. Ward: *Investigation of Technical Considerations in a Proposed "Live from Lincoln Center" Pay Television Service,* a report, ESL-R-650, May 1976

University of Michigan
Institute for Social Research

R.A. DePietro, Jr.: *Adolescents' Mass Communication Behavior and Learning about Family Planning: A Social Comparison Approach,* Ph.D. dissertation, University of Michigan, 1977

Susan C. Greendale and Eric S. Fredin: *Exploring the Structure of National Issues: Newspaper Content and Reader Perceptions,* in P.M. Hirsch, T.V. Miller, and F.G. Kline, eds., Strategies for Communications Research, Sage Publications, Beverly Hills, 1977

Chin Chuan Lee and F. Gerald Kline: *A Comparison of Television and Newspaper Public Affairs Coverage in Selected Markets,* paper read at the International Studies Association Annual Meeting, at Toronto, February 1976

F. Gerald Kline: *Cognitive Similarity and Communication between Parents and Adolescents,* in P.M. Hirsch, T.V. Miller, and F.G. Kline, eds., Strategies for Communications Research, Sage Publications, Beverly Hills, 1977

Peter V. Miller: *Sex Differences in Adolescent Family Communication and Media Use about Occupations and Family Planning,* Ph.D. dissertation, University of Michigan, 1977

National Citizens Committee for Broadcasting

✓Pamela Draves, ed.: *Citizens Media Directory,* April 1977

New School for Social Research

Herbert Danska, ed.: *New Imperatives and Potentials: A Report on the First New York Conference on Local Public Affairs Television in Commercial Broadcasting,* Laboratory for Public Affairs Television, New School, New York, September 1977

Herbert Danska, Thomas H. Smith, and Catherine Popernik: *A Profile of Local Public Affairs Programming in the New York Commercial TV Market,* Laboratory for Public Affairs Television, New School, New York, February 1978

New York University
School of Arts
Alternate Media Center

Red Burns: *Beyond Statistics,* in Martin Elton, ed., Evaluating New Telecommunications Services, Plenum Publishing Corp., New York, 1978

✓Martin Elton, ed.: *Evaluating New Telecommunications Services,* Plenum Publishing Corp., New York, 1978

✓Martin Elton and John Carey: *Interactive Telecommunication: A Working Paper on Implementation Problems,* Spring 1978

✓Michell Moss: *Two-Way Cable Television: An Evaluation of Community Uses in Reading, Pennsylvania,* Report to the National Science Foundation, New York University Reading Consortium, New York, March 1978

Ben Park: *An Approach to Planning the Use of Telecommunication in Vocational Rehabilitation,* Spring 1978

Princeton University
Department of Economics

Stephen Kagann and Kenneth W. Leeson: *Major Journals in Economics: A User Study,* Center for Applied Economics, New York University, New York, December 1977

Fritz Machlup and Stephen Kagann: *The Changing Structure of the Knowledge-Producing Labor Force,* Center for Applied Economics, New York University, New York, January 1978

Public Agenda Foundation

Richard L. Cohen: *The Public Agenda Foundation: An Experiment in Issues Analysis,* in Sidney Kraus, ed., The Great Debates: Ford vs. Carter, 1976, Indiana University Press, Indianapolis, in press

Rand Corporation
Communications Policy Program

S.M. Besen, W.G. Manning, Jr., and B.M. Mitchell: *Copyright Liability for Cable Television: Is Compulsory Licensing the Solution?* R-2023-MF, February 1977

University of Southern California
Annenberg School of Communications

Herbert S. Dordick and Ronald J. Goldman: *Research to Assess the Barriers to Effective Utilization of Telecommunications in State Vocational Rehabilitation Agencies,* paper read at the Conference on Telecommunications for Vocational Rehabilitation, at Madison, Wisconsin, October 1977

Herbert S. Dordick, Fredrick Williams, and Fredrick Horstmann: *Where Citizens Go for Information,* in Journal of Communication, Winter 1977

Urban Institute
Cable Television Information Center

Regulating Cable Television Subscriber Rates: A Guide for Local Officials, December 1977

University of Wiconsin
Mass Communications Research Center

Lee Becker and Garrett O'Keefe: *The Youth Vote 1976: Implications of Research on 1972's First-Time Voters,* paper read at the Midwest Association for Public Opinion Convention, at Chicago, October 1976

Jack McLeod: *The 1976 American Presidential Debates: Audience Effects and Implications for Political Communication Formats,* paper read at the International Meeting on Television and Elections, PRIX-ITALIA, RAI Radiotelevisione Italia, Venice, Italy, June 1977.

Jack McLeod and Jane Brown: *The Family Environment and Adolescent Television Use,* in Ray Brown, ed., Children and Television, Cassell and Collier MacMillan, London; Sage Publications, Beverly Hills, 1976

Jack McLeod, Carl Bybee, Jean Durall, and Dean Zimke: *The 1976 Presidential Debates as Forms of Political Communication,* paper read at the Association for Education in Journalism Convention, at Madison, Wisconsin, August 1977

Young Filmakers, Inc. and Film Forum

Elliott Willensky and Peter Bloch: *A Feasibility Study (1) Film Forum; (2) Young Filmakers/Video Arts; (3) Media Center,* Publishing Center for Cultural Resources, New York, 1978

Publications from the following grantees are expected during the year:

University of California, Berkeley

University of California, San Francisco

Duke University

Harvard University

Massachusetts Institute of Technology

University of Minnesota

Middlebury College

Princeton University

Stanford University

Syracuse University

University of Wisconsin

42 Treasurer's Report

Summary

At the end of the 1977 fiscal year, the Foundation's portfolio assets had a market value of $47,399,527, compared with $48,301,527 at the end of fiscal year 1976.

The book value of the Foundation's Principal Fund increased during the year from $36,463,449 to $37,343,105. The accumulated unexpended realized gains since the inception of the Foundation are $21,365,471.

Changes in holdings and market values have increased the holdings of bonds, mortgage loan participation, commercial and other notes from 38.3 percent to 42.2 percent. The holdings of common stocks have decreased from 61.7 percent to 57.8 percent.

The income received for the year ended June 30, 1977, was $2,630,411, an increase of $439,245 from the previous year. Net appropriations aggregated $1,657,240. The current return on the market value of the Foundation's assets at June 30, 1977, was 5.8 percent.

The securities of the Foundation are in the custody of Morgan Guaranty Trust Company of New York, which also gives investment advice and counsel.

Auditor's Report

Board of Directors
The John and Mary R. Markle Foundation:

We have examined the balance sheets of the John and Mary R. Markle Foundation as of June 30, 1977 and 1976, and the related statements of changes in fund balances for the years then ended. Our examinations were made in accordance with generally accepted auditing standards and, accordingly, included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the aforementioned financial statements present fairly the financial position of the John and Mary R. Markle Foundation as of June 30, 1977 and 1976, and the changes in its fund balances for the years then ended, in conformity with generally accepted accounting principles applied on a consistent basis. Supplementary data included in Schedules 1 through 4 have been subjected to the same auditing procedures and, in our opinion, are stated fairly in all material respects when considered in conjunction with the financial statements taken as a whole.

Peat, Marwick, Mitchell & Co.
August 8, 1977

Balance Sheets

June 30, 1977 and 1976

Assets	*1977*	*1976*
Cash	$ 2,128,992	40,904
Investments, at quoted market value (average cost or fair market value at date of gift — 1977, $37,834,831; 1976, $39,512,780)	45,270,535	48,260,623
Receivable from trust	60,660	—
Other	1,592	—
Total	**$47,461,779**	**48,301,527**
Liabilities and Fund Balances		
Liabilities:		
Unpaid appropriations	2,154,074	2,787,935
Federal excise tax payable	109,717	102,300
Accounts payable	7,017	—
Subtotal	**2,270,808**	**2,890,235**
Fund balances:		
Principal — expendable:		
Contributions	15,977,634	15,763,974
Net realized gain on investment transactions	21,365,471	20,699,475
Net unrealized appreciation on investments	7,435,704	8,947,843
Subtotal	**44,778,809**	**45,411,292**
Income	412,162	—
Subtotal	**45,190,971**	**45,411,292**
Total	**$47,461,779**	**48,301,527**

See accompanying notes to financial statements.

Statements of Changes in Fund Balances

June 30, 1977 and 1976

Principal Fund	*1977*	*1976*
Balance at beginning of year	$45,411,292	44,199,042
Additions:		
Net realized gain on investment transactions	665,996	404,278
Net unrealized appreciation on investments	—	1,488,172
Distribution from trust (note 4)	213,660	—
Subtotal	**46,290,948**	**46,091,492**
Deductions:		
Allocation to income fund for support of current year's programs	—	680,200
Net unrealized depreciation on investments	1,512,139	—
Subtotal	**1,512,139**	**680,200**
Balance at end of year	**$44,778,809**	**45,411,292**

Income Fund

Income:		
Interest	1,457,590	1,299,333
Dividends	1,172,821	891,833
Subtotal	**2,630,411**	**2,191,166**
Less investment service fees	84,737	89,666
Subtotal	**2,545,674**	**2,101,500**

Statements of Changes in Fund Balances *(continued)*

	1977	*1976*
Expenditures:		
Appropriations approved (net of refunded and cancelled appropriations — 1977, $4,592; 1976, $500,671)	1,657,240	2,336,574
Administrative and general:		
Compensation and benefits	230,736	199,250
Provision for federal excise tax	109,725	102,300
Rent	39,540	39,540
Other	96,271	104,036
Subtotal	**476,272**	**445,126**
Total	**2,133,512**	**2,781,700**
Excess (deficiency) of income over expenditures	412,162	(680,200)
Allocation from principal fund for support of current year's programs	—	680,200
Net change and balance at end of year	**$ 412,162**	—

See accompanying notes to financial statements.

Notes to Financial Statements

June 30, 1977 and 1976

1. **Summary of Significant Accounting Policies**
The accompanying financial statements have been prepared on the accrual basis of accounting and, accordingly, reflect all significant receivables and payables, including unpaid appropriations approved by the Board of Directors at the end of the year. The resources of the Foundation are accounted for in two fund groups — principal and income. The principal fund reflects contributions and realized and unrealized net gains on investments. Income from investments, appropriations approved, projects, and administrative and general expenditures are reflected in the income fund. The Foundation allocates gains on investment transactions from the principal fund to the income fund in an amount necessary for support of operations.

The Foundation allows the practice of charging furniture and equipment acquisitions against income. Such acquisitions are not included as fixed assets in the accompanying financial statements.

2. **Pension Plans**
The Foundation has a retirement plan which provides for purchase of annuities for those employees electing the plan. Retirement plan expense for the year ended June 30, 1977, was $33,785 (1976, $22,421). Also, the Foundation makes direct retirement payments of $10,000 each year to a former employee.

3. **Commitment**
The Foundation has a noncancellable lease on office space used for administrative purposes which expires in 1980. The minimum aggregate rental for this space is approximately $37,000 per year. Rental expense was $39,540 in both 1977 and 1976.

4. **Distribution from Trust**
The will of John Markle established various trust funds, the principal of which reverts to the Foundation upon the death of the beneficiary. During 1977, the Foundation became entitled to $213,660 from such a trust.

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Summary of Investments

June 30, 1977

Schedule 1	*Average cost or fair market value at date of gift*	*Quoted market value*	*Percentage of total at market value*
Bonds, notes, and certificates of deposit:			
U.S. Government and Agency	$ 3,302,735	3,420,500	7.5
Public utility	1,471,813	1,491,375	3.3
Industrial and other	13,533,937	14,075,608	31.1
Mortgage loan participation	148,142	133,585	.3
Common stocks	19,378,204	26,149,467	57.8
Total	**$ 37,834,831**	**45,270,535**	**100.0**

Investments

June 30, 1977

Schedule 2

Description	*Face amount*	*Average cost or fair market value at date of gift*	*Quoted market value*
U.S. Government and Agency:			
Federal Home Loan Bank cons. 7¾% 1980	$ 600,000	600,000	622,500
Federal National Mortgage Association:			
7½% 1980	600,000	592,875	615,000
8.60% 1982	600,000	615,656	643,500
Twelve Federal Intermediate Credit Banks cons. 7.95% 1986	1,000,000	1,000,000	1,040,000
U.S. Treasury bills 1977	500,000	494,204	499,500
Total	**$ 3,300,000**	**3,302,735**	**3,420,500**
Public utility bonds and notes:			
Southwestern Bell Telephone Co. notes 8.20% 1982	500,000	500,000	521,250
United Utilities Inc. 4¾% 1989	234,000	234,000	190,125
Texas Power & Light Co. 1st mortgage 8.60% 2006	750,000	737,813	780,000
Total	**$ 1,484,000**	**1,471,813**	**1,491,375**

Investments *(continued)*

Description	*Face amount*	*Average cost or fair market value at date of gift*	*Quoted market value*
Industrial and other bonds and notes:			
American Express Credit Corp. senior notes 9½% 1982	$ 500,000	500,000	542,500
Atchison Topeka & Santa Fe Railway Equip. trust ctfs. 8¾% 1986	1,000,000	1,003,490	1,090,000
Atlantic Richfield undivided interest in demand note	831,000	831,000	831,000
Black & Decker Manufacturing Co. notes 8.45% 1985	500,000	500,000	520,625
Dow Chemical Co. notes 8½% 2006	750,000	743,438	781,875
First International Bancshares Inc. notes 9% 1983	500,000	500,000	528,750
Four Corners Pipe Line Co. 5% 1982	28,000	28,000	26,110
General Electric Co. undivided interest in demand note	219,000	219,000	219,000
General Motors Acceptance Corp. notes 8¾% 2000	1,000,000	998,750	1,068,750
General Motors Acceptance Corp. undivided interest in demand note	272,000	272,000	272,000
Great Canadian Oil Sands Limited notes 5¾% 1991	380,000	380,000	324,900
B.F. Goodrich Co. promissory notes 3¼% 1977	59,790	59,790	59,341
Heublein Inc. notes 8⅜% 1985	1,000,000	997,500	1,037,500
Ingersoll-Rand Co. notes 8¾% 1985	1,000,000	997,000	1,060,000
International Bank for Reconstruction and Development notes 8.15% 1985	1,500,000	1,499,687	1,541,250
International Bank for Reconstruction and Development 8⅝% 1995	200,000	200,000	205,750
Monsanto Co. 9⅛% 2000	400,000	397,000	425,000

Investments *(continued)*

Description	*Face amount or number of shares*	*Average cost or fair market value at date of gift*	*Quoted market value*
National Rural Utility Co-op Finance Corp. undivided interest in demand note	121,000	121,000	121,000
Owens-Illinois Inc. notes 9% 1981	500,000	498,750	522,500
Philip Morris Inc. notes 8½% 1985	1,000,000	994,375	1,052,500
Plychamp Corp. notes 7⅛% 1989	377,157	377,157	350,757
PPG Industries Inc. 9% 1995	400,000	398,000	418,000
J.C. Penney Financial Corp. 9.45% 1981	500,000	500,000	532,500
Sears, Roebuck Acceptance Corp. 8⅜% 1986	500,000	499,000	525,000
Tenneco Corporation undivided interest in demand note	19,000	19,000	19,000
Total	**$13,556,947**	**13,533,937**	**14,075,608**
Mortgage loan participation:			
F.H.A. Insured Mortgage of Abilene AFB Housing No. 2 Inc. 4% 1982	$ 148,142	148,142	133,585
Total	**$ 148,142**	**148,142**	**133,585**
Common stocks:			
Aluminum Co. of America	15,000	695,167	795,000
American Express Co.	18,000	588,325	729,000
American Standard Inc.	20,000	496,438	692,500
Avon Products Inc.	15,000	677,580	757,500
Boeing Co.	18,000	607,835	1,041,750
Caterpillar Tractor Co.	13,500	582,311	779,625
Chubb Corp.	13,250	543,250	546,563
Commonwealth Edison Co.	14,000	421,750	432,250
Continental Corp.	11,100	539,068	627,150
Crown Zellerbach Corp.	20,000	690,429	722,500

Investments *(continued)*

Description	*Number of shares*	*Average cost or fair market value at date of gift*	*Quoted market value*
Dow Chemical Co.	30,000	1,272,750	1,023,750
Eastern Gas & Fuel Assoc.	15,000	356,025	358,125
Eastman Kodak Co.	11,000	254,569	654,500
Exxon Corp.	20,000	875,174	1,070,000
General Motors Corp.	15,578	406,773	1,080,724
Goodyear Tire & Rubber Co.	35,000	572,814	704,375
Illinois Power Co.	25,000	677,785	709,375
International Business Machines Corp.	10,000	268,270	2,640,000
International Telephone & Telegraph	15,000	482,425	538,125
K Mart Corporation	16,000	533,342	456,000
Merck & Company Inc.	9,000	620,325	501,750
J.P. Morgan & Co. Inc.	14,616	436,816	736,280
Philip Morris Inc.	9,000	534,937	501,750
Norfolk & Western Railway Co.	30,000	685,392	918,750
Owens-Illinois Inc.	24,000	702,600	699,000
Pacific Lumber Co.	18,000	583,122	609,750
Panhandle Eastern Pipeline Co.	16,000	638,565	782,000
Phelps-Dodge Corp.	15,000	643,507	451,875
Proctor & Gamble Co.	8,000	380,393	641,000
Public Service Co. of Indiana Inc.	15,000	340,806	438,750
Schering-Plough Corp.	9,000	482,550	327,375
Schlumberger Ltd.	18,000	274,202	1,233,000
Tenneco Inc.	16,000	545,800	546,000
Texaco Inc.	20,000	492,637	582,500
U.S. Steel Corp.	9,000	371,537	357,750
Weyerhauser Co.	13,000	102,935	463,125
Total		**$ 19,378,204**	**26,149,467**

Administrative and General Expenditures

Year ended June 30, 1977

Schedule 3

Salaries	$172,914
Pensions and employee benefits	57,822
Provision for federal excise tax	109,725
Rent	39,540
Office supplies and sundry expenses	21,415
Printing	22,740
Professional services	9,000
Meetings and conferences	21,565
Telephone and telegraph	8,798
Office equipment	4,661
Book purchases and subscriptions	7,994
Other	103
Total	**$476,272**

Appropriations

Year ended June 30, 1977

Schedule 4

Recipient and purpose	*Unpaid June 30, 1976*	*Appropriated during year*	*Paid during year*	*Unpaid June 30, 1977*
American Film Institute				
In support of a Directing Workshop for Women to train professional women to become film and television directors	$ ——	150,400	——	150,400
American University				
Support of a study on newspaper failures	38,335	——	38,335	——
Anthology Film Archives				
Support of a book on independent film in the United States	——	8,768	8,768	——
Aspen Institute for Humanistic Studies				
Support of Aspen Program on Communications and Society	340,000	——	170,000	170,000
Further support of Aspen Program on Communications and Society	260,000	11,750	70,000	201,750
Support of a project to develop and begin implementation of a proposal for a TV documentary on the Information Society and to assist on other aspects of the project on National Communications Policy Making	——	16,000	16,000	——
Associates for Human Resources				
Study to assess the use of simulation games in public affairs television programming	——	40,000	——	40,000

Appropriations *(continued)*

Recipient and purpose	*Unpaid June 30, 1976*	*Appropriated during year*	*Paid during year*	*Unpaid June 30, 1977*
Bay Area Institute In support of a project to establish within the newspaper community the identity, purpose, and quality of Pacific News Service by means of an advertising and promotion campaign designed to make the service self-sufficient	$ ——	34,758	16,190	18,568
Boston Foundation Support of the project, "How to be Effective"	——	14,995	14,995	——
Broadside Video Support of public affairs programming in local communities within Tennessee and Virginia	25,000	——	18,000	7,000
California Council for the Humanities in Public Policy Support of audience research and advertising for KQED's experimental television series, "Womantime"	——	55,000	55,000	——
University of California, Berkeley Support of a study on the role of communications technologies in the delivery of services to the elderly	165,426	——	110,284	55,142
Support of a summer training program for minority journalists	——	25,000	——	25,000
University of California, Los Angeles School of Law Support of the Communications Law Program	20,000	——	20,000	——
Further support of the Communications Law Program	——	59,496	14,874	44,622

Appropriations *(continued)*

Recipient and purpose	*Unpaid June 30, 1976*	*Appropriated during year*	*Paid during year*	*Unpaid June 30, 1977*
Center for Action Research				
Support of a study to ascertain the feasibility of a national endowment for children's television programming	$ 40,000	—	40,000	—
Further support of the study for children's television programming	—	60,000	55,829	4,171
Cleveland State University				
Support for compiling a volume of studies on the Ford/Carter debates	—	4,800	4,800	—
For support in organizing a conference that will review the 1976 presidential televised debates	—	10,000	7,000	3,000
Cultural Council Foundation (Cabin Creek Center for Work and Environmental Studies)				
To enlarge and continue an Artists in Residence program in holography	—	5,000	5,000	—
Duke University				
Support of a study to determine how politicians set media strategies and interact with journalists	—	30,000	30,000	—
Early Learning Center				
Support of the creation and evaluation of children's television material which teaches with viewer participation	85,980	—	85,980	—
Emory University				
Support of research for a book on the cultural history of video communications	—	40,000	—	40,000
Foundation Center				
For general support	—	2,000	2,000	—

Appropriations *(continued)*

Recipient and purpose	*Unpaid June 30, 1976*	*Appropriated during year*	*Paid during year*	*Unpaid June 30, 1977*
Harvard University				
Further support of the Program on Information Technologies and Public Policy (1974-75)	$ ——	76,350	19,094	57,256
Support of two studies to examine how children come to understand the television medium and the steps whereby they learn to make distinctions between fantasy and reality	186,009	——	69,684	116,325
Lincoln Center for the Performing Arts				
In support of the development of a plan to determine if there is an effective means of deriving significant revenues for Lincoln Center from televising live and recorded performances	——	185,000	125,000	60,000
London Graduate School of Business Studies				
Support of studies to examine characteristics of United States television audiences	60,000	——	30,000	30,000
Markle Foundation				
Support of an evaluation of the Cable Television Information Center (project administered by Markle Foundation officers)	——	4,515	4,515	—
Massachusetts Institute of Technology				
Support of the preparation of a book assessing the social, political, and legal implications of communications technology by Ithiel de Sola Pool	73,390	——	73,390	——
Media Access Project				
Support of the continued participation in an FCC license renewal case and a project to promote equal employment opportunities for women and minorities within the broadcast industry	70,500	——	47,000	23,500

Appropriations *(continued)*

Recipient and purpose	*Unpaid June 30, 1976*	*Appropriated during year*	*Paid during year*	*Unpaid June 30, 1977*
University of Michigan				
Support of a study to determine the degree to which adolescents acquire information from radio about such issues as family planning, drug and alcohol use, and occupations	$ 14,850	——	14,850	——
Support of a conference on the effect of survey research on the quality of political reportage of the 1976 election	——	15,000	15,000	——
Middlebury College				
Support of the adaptation of German and Spanish language versions of "Sesame Street" television programs for use in beginning language courses	34,344	——	34,344	——
University of Minnesota				
Support of research on the ways in which children are influenced by prosocial television content	8,483	——	8,483	——
National Citizens Committee for Broadcasting				
Support of experiments to monitor television for violent content and to develop a new model for TV audience ratings	54,125	——	54,125	——
General support	——	55,000	35,000	20,000
National Citizens Committee for Broadcasting in Cooperation with the National Black Media Coalition				
Interim general support	——	6,000	6,000	——
National Council on the Aging, Inc.				
Support of a West Coast Representative to encourage media professionals to present more realistic portrayals of older persons	152,340	——	81,000	71,340

Appropriations *(continued)*

Recipient and purpose	*Unpaid June 30, 1976*	*Appropriated during year*	*Paid during year*	*Unpaid June 30, 1977*
National News Council Support of further operations (contingent upon a plan of operation satisfactory to the president of the Markle Foundation)	$ 300,000	—	100,000	200,000
National Opinion Research Center Support of exploratory research on the relationship between the mass media and the ways in which young Americans think about themselves and their society	34,700	—	34,700	—
New School for Social Research In support of a feasibility study to determine means of improving local public affairs programming on television through joint commercial and noncommercial funding	—	116,000	58,000	58,000
New York City Action Corp. Funds for producing a TV videotape spot for volunteer recruitment	—	3,000	3,000	—
New York University Support of the Alternate Media Center	100,000	—	100,000	—
Continued support for the Alternate Media Center	—	60,000	—	60,000
University of Pennsylvania Support of a national study of audiences for television	—	360,000	—	360,000
Pomona College Support of the production of a pilot television program of entertainment and information for the elderly	12,317	—	12,317	—

Appropriations *(continued)*

Recipient and purpose	*Unpaid June 30, 1976*	*Appropriated during year*	*Paid during year*	*Unpaid June 30, 1977*
Population Education, Inc.				
Support in the planning of a producers' workshop on the subject of stereotyping sexual roles on television	$ ——	100,000	——	100,000
Further support of the producers' workshop on the subject of stereotyping sexual roles on television	75,000	——	75,000	——
Princeton University				
Support of an economic study of industries that comprise the media of communications	67,136	——	67,136	——
Public Agenda Foundation				
In support of a feasibility study to determine if there is a demand among potential users for the Public Agenda's work and, if so, to determine what role the media are willing and able to play in the dissemination process	——	20,000	——	20,000
Rand Corporation				
Support of studies of communications policy issues	50,000	——	50,000	——
Stanford University				
Support of research for a book by Professor W.L. Rivers entitled "The Other Government: The News Media"	——	5,000	5,000	——
Stanford University, Department of Communication				
Support of a study entitled"Women and Heart Disease, Images in Popular Media, 1959-1974"	——	3,000	3,000	——

Appropriations *(continued)*

Recipient and purpose	*Unpaid June 30, 1976*	*Appropriated during year*	*Paid during year*	*Unpaid June 30, 1977*
Syracuse University Support of a study of how national media information is filtered through local media and how local primaries are covered	$ 288,000	—	182,000	106,000
Tufts University To organize a conference on the Third World challenge to press freedom and the free flow of information	—	10,000	10,000	—
Urban Institute Further support of the Cable Television Information Center	225,000	—	150,000	75,000
In support of a conference to be held at Airely House	—	10,000	10,000	—
Young Filmakers Inc./Film Forum In support of a project to measure the potential and assess the possibilities for expanded services of Young Filmakers and the Film Forum involved in making communications skills and tools available for people pursuing educational, vocational, and artistic objectives	—	58,000	29,000	29,000
Subtotal	**2,780,935**	**1,654,832**	**2,289,693**	**2,146,074**
Old-age assistance and relief to individuals	7,000	7,000	6,000	8,000
Subtotal	**2,787,935**	**1,661,832**	**2,295,693**	**2,154,074**
Refunded appropriations:				
Twentieth Century Fund	—	(443)	(443)	—
University of North Carolina	—	(890)	(890)	—
Mellett Fund	—	(2,000)	(2,000)	—
Pomona College	—	(1,249)	(1,249)	—
Massachusetts Institute of Technology	—	(10)	(10)	—
Total	**$ 2,787,935**	**1,657,240**	**2,291,101**	**2,154,074**

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Addresses of Grantees

American Film Institute
501 Doheny Road
Beverly Hills, California 90201

American University
Department of Communication
Newspaper Survival Study
Box 222, Eagle Station
Washington, D.C. 20016

Anthology Film Archives
80 Wooster Street
New York, New York 10012

Aspen Institute for Humanistic Studies
Program on Communications and Society
1785 Massachusetts Avenue, N.W.
Washington, D.C. 20036

Aspen Institute for Humanistic Studies
Program on Communications and Society
360 Bryant Street
Palo Alto, California 94301

Associates for Human Resources
191 Sudbury Road
Concord, Massachusetts 01742

Bay Area Institute
Pacific News Service
604 Mission Street
San Francisco, California 94105

Boston Foundation
Room 208, City Hall
Boston, Massachusetts 02201

Broadside Video
Elm and Millard
Johnson City, Tennessee 37601

California Council for the Humanities in Public Policy
111 New Montgomery Avenue
San Francisco, California 94105

University of California, Berkeley
Graduate School of Public Policy
2607 Hearst Avenue
Berkeley, California 94720

University of California, Berkeley
Summer Program for Minority Journalists
School of Journalism
Berkeley, California 94720

University of California, Irvine*
Program in Social Ecology
Irvine, California 92664

University of California, Los Angeles
Communications Law Program
School of Law
Los Angeles, California 90024

Center for Action Research
61 Nassau Street
Princeton, New Jersey 08540

Claremont Graduate School*
Center for Urban and Regional Studies
Claremont, California 91711

Cleveland State University
Department of Communication
College of Arts and Sciences
Cleveland, Ohio 44115

Cultural Council Foundation
1500 Broadway, 16th Floor
New York, New York 10036

Duke University
Department of Political Science
Durham, North Carolina 27706

Early Learning Center, Inc.
12 Gary Road
Stamford, Connecticut 06903

Emory University
Atlanta, Georgia 30322

Foundation Center
888 Seventh Avenue
New York, New York 10019

Harvard University
Program on Information Technologies and Public Policy
200 Aiken Computation Laboratory
Cambridge, Massachusetts 02138

Harvard University
Graduate School of Education
Longfellow Hall, Appian Way
Cambridge, Massachusetts 02138

KQED, Inc.*
1011 Bryant Street
San Francisco, California 94103

Lincoln Center for the Performing Arts, Inc.
1865 Broadway
New York, New York 10023

London Graduate School of Business Studies
Sussex Place, Regent's Park
London NW1 4SA
England

Massachusetts Institute of Technology
Center for International Studies
30 Wadsworth Street
Cambridge, Massachusetts 02139

Media Access Project
1910 N Street, N.W.
Washington, D.C. 20036

University of Michigan
Institute for Social Research
Ann Arbor, Michigan 48106

Middlebury College
Committee on Foreign Languages
Middlebury, Vermont 05753

University of Minnesota
Communications Research Division
School of Journalism and Mass Communication
15 Murphy Hall
Minneapolis, Minnesota 55455

National Citizens Committee for Broadcasting
1028 Connecticut Avenue, N.W.
Washington, D.C. 20036

University of Wisconsin*
Mass Communications Research Center
5018 Vilas Communication Hall
Madison, Wisconsin 53706

Woodrow Wilson International Center for Scholars*
Kennan Institute for Advanced Russian Studies
Smithsonian Institution Building
Washington, D.C. 20560

Young Filmakers Inc./Film Forum
4 Rivington Street
New York, New York 10002

National Council on the Aging, Inc.
Media Resource Center
1828 L Street, N.W.
Washington, D.C. 20036

National News Council
One Lincoln Plaza
New York, New York 10023

National Opinion Research Center
6030 South Ellis Avenue
Chicago, Illinois 60637

New School for Social Research
Lab for Public Affairs Television
65 Fifth Avenue
New York, New York 10003

New York City Voluntary Action Corp.
250 Broadway, Room 1407
New York, New York 10007

New York University
School of the Arts
Alternate Media Center
144 Bleecker Street
New York, New York 10012

University of Pennsylvania
Wharton School
Philadelphia, Pennsylvania 19174

Pomona College
Department of Sociology and Anthropology
Claremont, California 91711

Population Education, Inc. (see Project on Human Sexual Development)

PrincetonUniversity
Department of Economics
P.O. Box 644
Princeton, New Jersey 08540

Project on Human Sexual Development
305 Longfellow Hall
13 Appian Way
Cambridge, Massachusetts 02138

Public Agenda Foundation
345 East 46th Street
New York, New York 10017

Rand Corporation
Communications Policy Program
1700 Main Street
Santa Monica, California 90406

University of Southern California*
Annenberg School of Communications
University Park
Los Angeles, California 90007

Stanford University
Department of Communication
Cypress Hall
Stanford, California 94305

Stanford University
Department of Medicine
Stanford, California 94305

Syracuse University
Department of Political Science
508 University Place
Syracuse, New York 13210

Tufts University
Edward R. Murrow Center of Public Diplomacy
Fletcher School of Law and Diplomacy
Medford, Massachusetts 02155

Urban Institute
Cable Television Information Center
2100 M Street, N.W.
Washington, D.C. 20037

*Former grantee. See Publications Resulting from Grants

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